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News Release

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Summit Downtown Seeks Community Feedback to Prepare for Website Redesign

SUMMIT, NJ, February 12, 2018 – Summit Downtown, Inc. (SDI) will be redesigning its website this year. SDI has partnered with Spitball, a creative digital advertising firm based in Red Bank, NJ.

To prepare for the redesign, Spitball is seeking feedback from the Summit community about downtown Summit and SDI's existing website. The survey is brief, and those who take it will be entered to win a \$50 gift card to one of Summit's awesome restaurants. To take the survey, go to <http://bit.ly/sdisurvey>. Community members have until Monday, February 19 to complete the survey.

SDI published an RFP last summer looking for designs for its new website. After receiving quite a few proposals, the Website Committee interviewed three firms and chose Spitball for their unique creative approach and eye-catching designs.

Though SDI needs a website to support their work as a nonprofit organization, the main goal of the new website will be to promote Summit's beautiful downtown and thriving business community, not SDI as an organization. The website will be intuitive, easier to navigate, and mobile-friendly. The new site is expected to launch in late spring.

Summit Downtown, Inc. is a nonprofit organization dedicated to the on-going development and promotion of the business community in downtown Summit, NJ.

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